

State Bar of California Member Survey

August 22, 2003

The State Bar of California ("the State Bar") is requesting bids for conducting a survey of its members to determine their attitudes and opinions on certain State Bar programs, both actual and prospective.

The State Bar was created in 1927 by the California legislature and written into the California Constitution in 1966 as a public corporation within the judicial branch of state government. All attorneys licensed to practice laws in California must be members of the State Bar. Over 190,000 attorneys are members.

The State Bar endorses a range of group and individual insurance programs for its members, including life, disability AD&D, workers' compensation, business office package and professional liability insurance. These programs provide member benefits to more than 25,000 participants. The State Bar would like to gather information on its members' attitudes and opinions on the following:

- Whether the State Bar's group insurance programs add value to membership and should be continued.
- Actual and projected use of group insurance programs.
- An enhanced roll by the State Bar in providing a broader range of insurance products and programs.
- The prospect of a mandatory professional liability program.
- The statutory Lawyer Assistance program (Cal. Bus. & Prof. Code, Sec. 6230 et seq.).

The State Bar believes that a member survey would be helpful in determining its members' views on these matters, and is requesting bids for conducting such a survey. This will involve:

- Developing, with State Bar representatives, 15-30 survey questions on members' awareness and utilization of State Bar group insurance programs, both actual and projected.
- Developing, with State Bar representatives, 15-30 survey questions on the use and importance of the Lawyer Assistance Program.
- Designing a sample methodology with a margin of error no greater than 2.5%.

- Analyzing survey data and preparing a report on survey results in terms understandable to the average individual, including at a minimum an executive summary, item-by-item description of key findings, results of responses to all survey questions, and cross-tabulation results for each question.
- Remaining available after delivering the survey report to answer follow-up questions and provide additional statistical analysis.

You are encouraged to bid on this project if you have the experience and skill to provide high quality services as desired. The State Bar, however reserves the right to reject all bids or to select a vendor in the State Bar's sole and absolute discretion. The State Bar assumes no responsibility for any costs associated with preparation or submission of a bid.

Please submit a written bid not later than **5 p.m. on September 12, 2003**, including a total cost bid and as much detail as possible on individual cost components, to:

Starr Babcock,
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The State Bar of California
180 Howard Street
San Francisco, CA 94105

Questions may directed to Mr. Babcock at Starr.Babcock@calbar.ca.gov,
or to Bill Brauer, Procurement Officer, at Bill.Brauer@calbar.ca.gov.